

# Professional Portrait Program

## Photographer Guidelines

This document provides guidance and specifications for photographers hired through the Schwab Professional Portrait Program. For questions or assistance please contact [portraits@schwab.com](mailto:portraits@schwab.com).

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### Background, Lighting and Camera Orientation

- Use a white seamless background
  - Use professional lights to create a classic portrait lighting pattern with no strong shadows or blown highlights on the subject
  - Orient the camera vertically
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### Posing, Composition and Tone



- Pose the subject with arms at sides
  - Some but **not all frames** may be posed with arms crossed or hands on hips
  - Photograph the subject from the waist up
  - Photograph the subject at eye level
  - Loosely frame the subject
  - **Do not crop the shoulders**
  - Direct the subject to convey a professional, friendly and approachable tone
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### File Size and Format Requirements

- Final image(s) must be uncropped
  - Schwab retouches all portraits in house, so any retouching by the photographer should be minimal
  - Final image(s) must be high-resolution (300 ppi) and at least 6 inches in height
  - Send files in a JPEG file format
  - It is helpful for file names to include the subject's first and last name but that is not imperative
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- ✓ Final image(s) must be emailed **as an attachment to [portraits@schwab.com](mailto:portraits@schwab.com)**
- ✓ **Photographers must sign the release on the following page**
- ✓ **Attach a scan or photo of the signed release form** in the email with the image
- ✓ Include the **subject's first and last name** in the file name or email message